IDC CONSULTING
CASE STUDY

Vertical Market Opportunity Assessment for Global Software Vendor

Business Challenge

A global software vendor intended to improve its market position in certain product market segments in selected vertical segments in the Czech Republic. The vendor therefore required market information and intelligence to understand the IT ecosystem in the selected vertical markets. The acquired information was set to be used for improving competitive strategy and business planning.

The Solution

IDC provided detailed vertical and competitive intelligence. Based on the information gathered, IDC provided a set of recommendations on the key vertical hotspots to focus on, the product markets showing the highest growth rates, and the end-user segments representing the highest spenders in the future.

The project deliverables enabled the vendor to make fact-based strategy decisions internally while at the same time supporting the execution of vertical-specific sales and marketing activities.

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Analyze the Future

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